



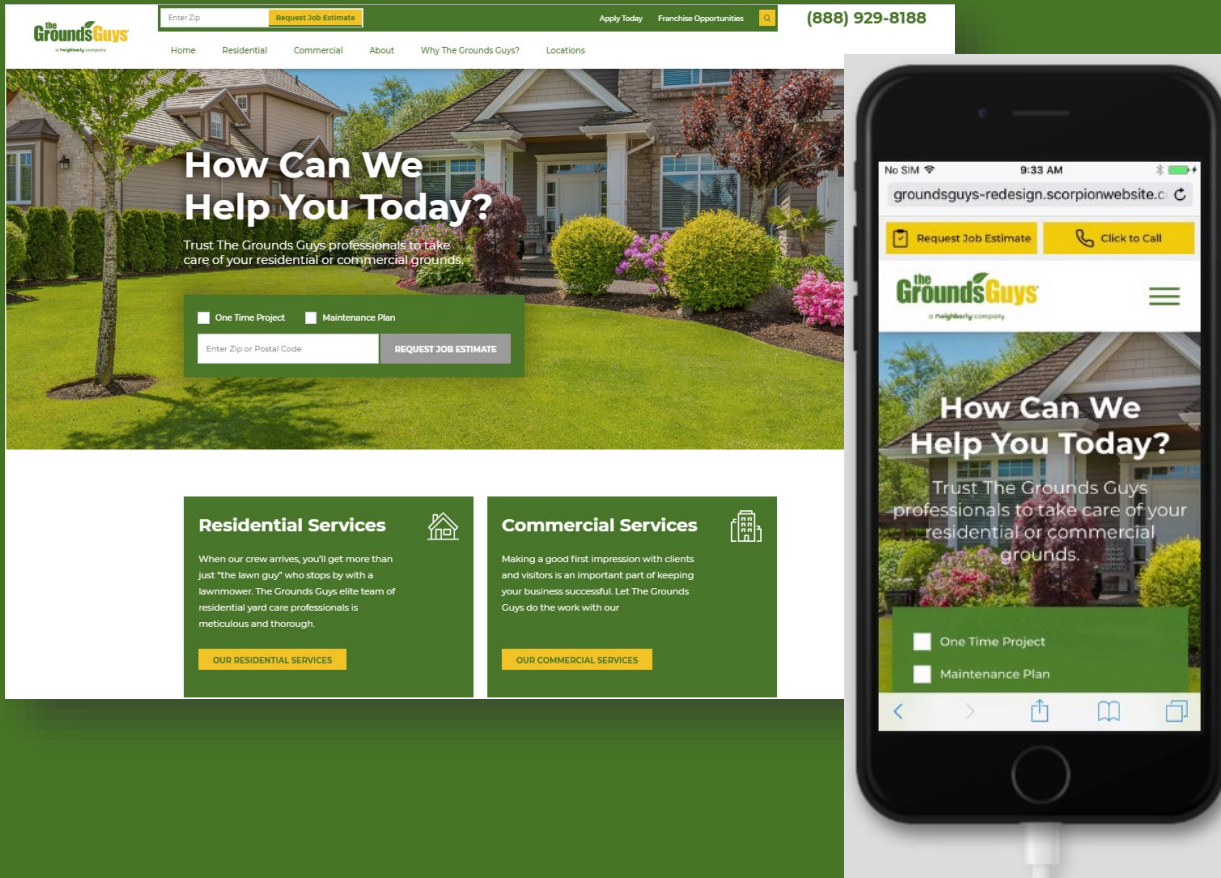
a neighborly™ company

MARKETING REPORT

1st QUARTER | 2019

WEBSITE RESULTS

Objective: Increase total and organic website traffic.



ALL US Website Numbers Have Increased!

NOTE: All results are for US Q1 2019 vs Q1 2018.

+12%

Total Traffic

Visits: 37,575 vs 33,515 | Goal: +9%

+19%

Organic Visits

Visits: 24,559 vs 20,630 | Goal: +13%

+1.2%

Non-Paid Forms*

Forms: 2,676 vs 2,645 | Goal: +29%

*completed Job Estimate or Contact Us form

+2.9%

Non-Paid Calls (>60secs)

Calls: 9,936 vs 9,651 | Goal: +3.8%

WEBSITE RESULTS

Objective: Increase total and organic website traffic.



ALL Canada Website Results Are Below

NOTE: All results are for CA Q1 2019 vs Q1 2018.

+1%

Total Traffic

Visits: 22,029 vs 21,856 | Goal: +14%

+34%

Organic Visits

Visits: 8,536 vs 6,323 | Goal: +1%

-28%

Non-Paid Forms*

Forms: 294 vs 379 | Goal: +45%

*completed Job Estimate or Contact Us form

+13%

Non-Paid Calls (>60secs)

Calls: 1,053 vs 932 | Goal: 4%

All information presented is intended for internal purposes only.
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Send Questions to:
Holly.Peterson@NBLY.com



BLOG POSTS

Increase US Organic Traffic from 347,969 to 393,205 (+13%)
Increase CA Organic Traffic from 42,390 to 42,852 (+1.09%)

Q1's Top Blog:

Dethatch, Aerate, Seed:
Bring Your Lawn Back
Next Year!

2,572 views

[Click Here for Blog Post](#)



Driving organic traffic to the website, **creating** brand awareness and **providing** new, relevant content to our websites!

Total Unique Views

2019 Q1: 24,903

2018 Q1: 15,761

Q1 YOY Increase of 58%!

NOTE: All results are for US and CA Q1 2019 vs Q1 2018.

SOCIAL MEDIA



Broadcast Yourself™

EXCEEDING Social Media Goal!

NOTE: All results are for US Q1 2019 vs Q1 2018.

Brand Plan Goal

Increase Social Referrals to Website by 10%.

+83%

Referrals: 6,582 vs 3,591

Supporting KPIs

+111%

Organic (Unpaid) Impressions

Visits: 24,660 vs 11,697

+649%

Paid Impressions

Visits: 99,170 vs 13,241

+20%

Engagements

Visits: 1,382 vs 1,148

+157%

Growth

Page Likes: 316 vs 123

-59%

Conversions

Forms: 119 vs 295

**Due to 2018 Facebook Giveaway Contest in March.
We expect this number increase after April contest.*




Top Posts for Q1

NOTE: All results are for US YTD 2019.

Top Video

The Grounds Guys
Published by SOCI [?] · February 27 · ⚙️

Ever wonder why your soil is growing rocks? Frost heave in the soil around your house can create mysterious or expensive issues. Learn about what frost heave is and how to prevent it.



GROUNDSGUYS.COM
Frost Heave: How to Prevent Frost Heave
Ever wonder why your soil is growing rocks? Frost heave ...

[Learn More](#)

13,848 People Reached 391 Engagements [Boost Again](#)

The Grounds Guys
Published by SOCI [?] · March 13 · ⚙️

The best way to ensure you have a lush, green lawn each summer is to give it some extra care and attention each spring.



GROUNDSGUYS.COM
Spring Lawn Maintenance
Give your lawn a head start with spring lawn maintenanc...

[Learn More](#)

7,160 People Reached 158 Engagements [Boost Again](#)

The Grounds Guys
Published by SOCI [?] · March 27 at 10:55 AM · ⚙️

Amending soil is necessary to grow shrubs, trees, and flowers in low-quality soil. To learn more, visit our blog: <http://bit.ly/2Ubu3ZQ>.



WWW.GROUNDSGUYS.COM
How to Amend Soil

[Learn More](#)

17,337 People Reached 106 Engagements [Boost Again](#)



Top Posts for Q1

NOTE: All results are for US YTD 2019.



 **thegroundsguys**
The Grounds Guys of Huntsville

thegroundsguys Pre-season installation ... Are you ready for spring?!

·

·

#thegroundsguys
#groundsguys
#springiscoming
#springlandscape
#landscapingdesign
#landscaping
#landscapingcompany

tcorbyh Looks awfully warm there! 

plant_group This is nice 

 Liked by groundsguysofmyrtlebeach and 44 others

FEBRUARY 14



 **thegroundsguys**

thegroundsguys It's time to spruce up your yard for spring. Get your curb appeal back again! photo cred. @thegroundsguys_sugarland

#lawnavy #loveyouryard #landscaping
#lawncare #lawn #spring #springcleanup
#groundsguys #thegroundsguys

gardeningandgardens Looks great! What is planted in the corner? 

 Liked by thegroundsguysofmanhattan and 25 others

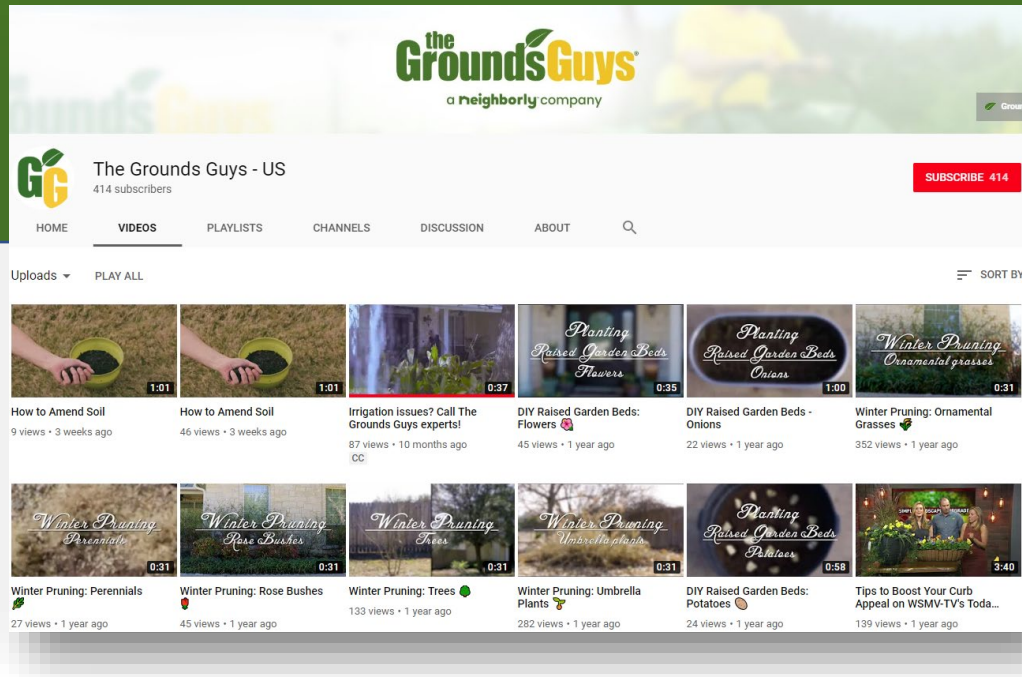
MARCH 28

Add a comment... 



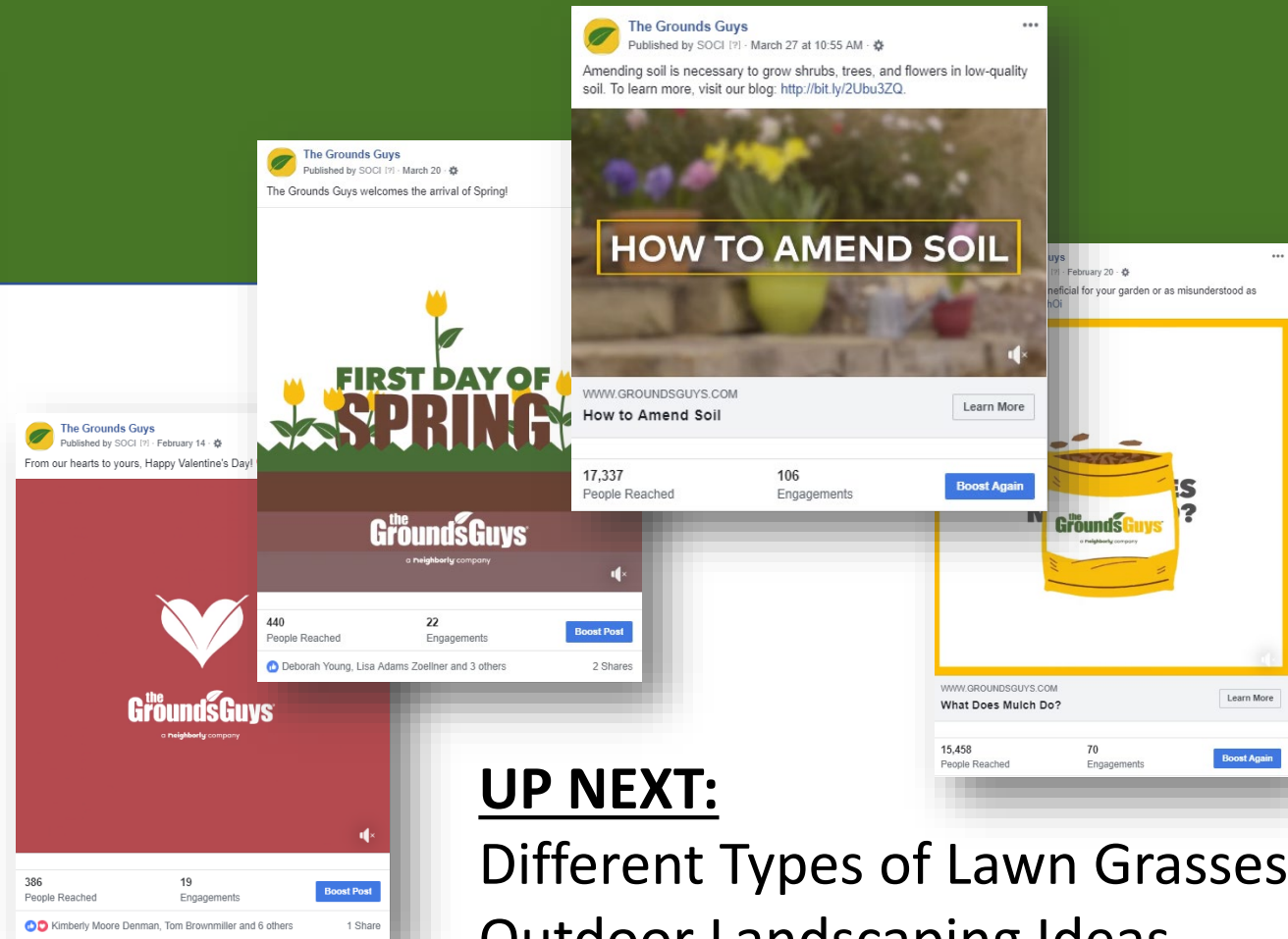
Videos and Gifs for Q1

GOAL: To Increase Brand Awareness and Social Referrals



All videos are uploaded to The Grounds Guys' YouTube Channel. Here is the link to view and share on your local social media pages.

[Click Here For YouTube Channel](#)



UP NEXT:
Different Types of Lawn Grasses
Outdoor Landscaping Ideas

Local Marketing News

Contact us at:
marketing@groundsguys.com

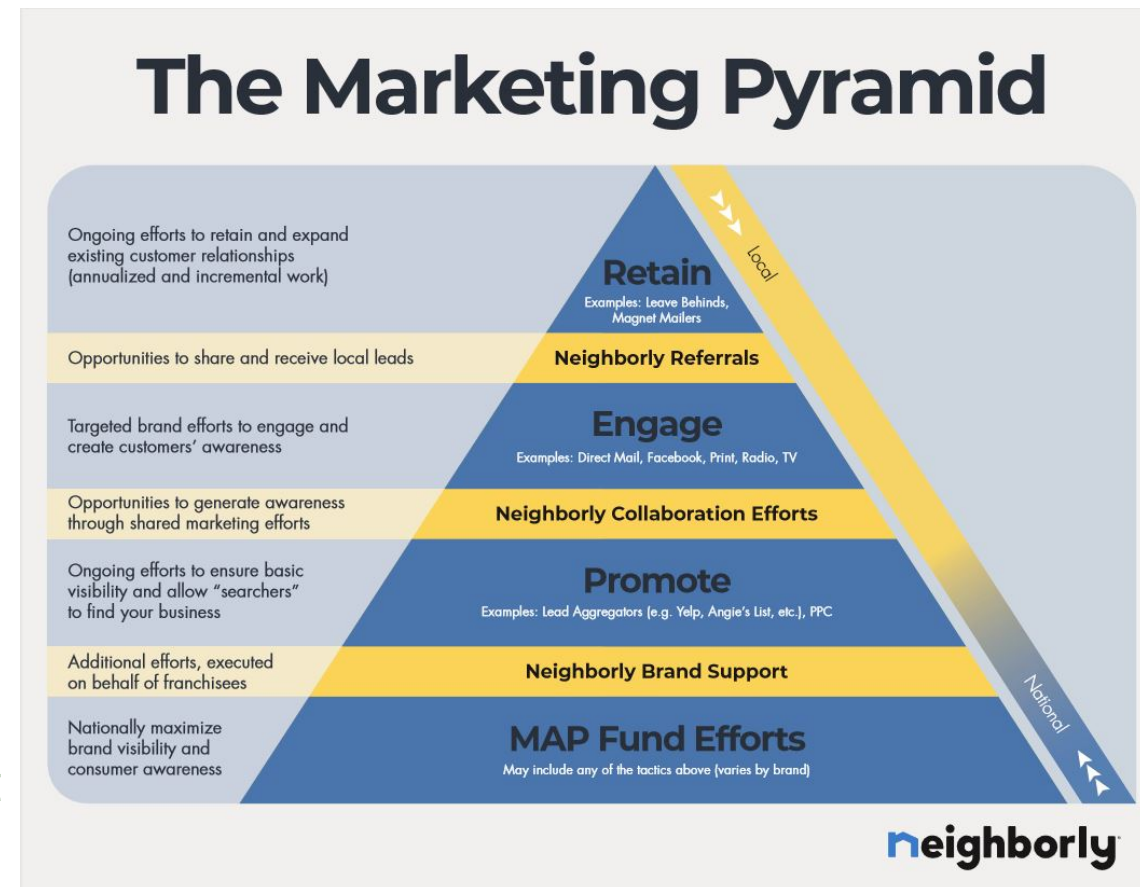
Important News - Please Read!

NEW Local Marketing System now available! Reach out to our Local Marketing Specialist to build your marketing plan and track your success.

Instagram Contest Begins May 1! The winner will receive \$1000 toward Facebook Advertising. Take 10 minutes today to call your marketing team to get you setup to win.

Facebook Spring Giveaway: Results will be communicated in May enews.

SOCi will be rolled out at Reunion! Reach out to Natalie Walker if you are interested in being a part of the first to log-in.



CRM

The CRM program is focused on communicating with our customers through the customer lifecycle.

Q1 2019 Key Metric Results for Monthly E-Newsletters (US)

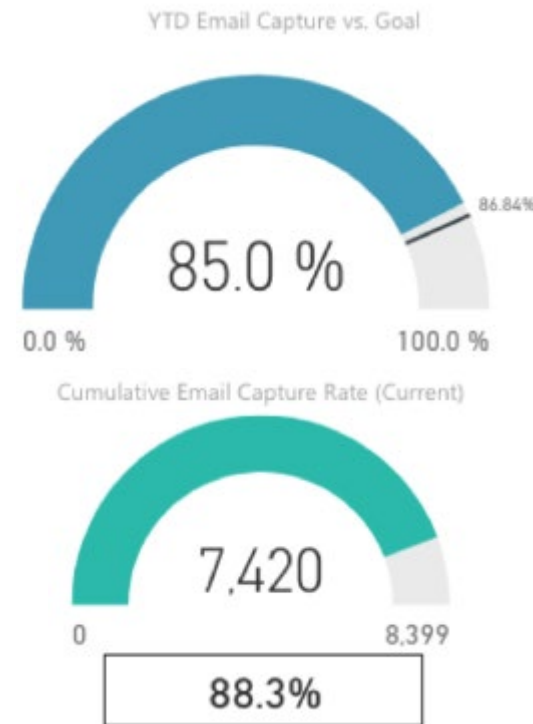
- Delivered = 45,332
- Open Rate = 27.66% (Benchmark 14.9%)
- Unique Open Rate = 15.41%
- Click to Open Rate = 6.65% (Benchmark 10.2%)

Note: Click to open rate measures the effectiveness of the content

Ongoing Triggered Campaigns Include:

- Monthly E-newsletter
- New Customer Campaign
- Neighborly Sign Up
- Task Reminders
- Sure Start Email Program

By EOY Email Capture Rate Goal of 86.84%



Fresh Cut from The Grounds Guys
a neighborly company

Spring is right around the corner. The Grounds Guys is here to help.
Need a hand with your projects?
[REQUEST JOB ESTIMATE](#)

neighborly
a community of home service experts

The Grounds Guys is a trusted brand backed by Neighborly. From plumbers to maids and everything in between, find the experts at Neighborly.
[FIND A PRO NOW](#)

Transition Your Yard from Winter Dormancy to Spring Growth
Warmer weather is on the horizon! Is your yard ready? Prevent spring weeds and encourage beautiful landscaping by dethatching, fertilizing and more.
[PREVENT SPRING WEEDS](#)

Do You Need a Fancy Refrigerator?
You may have a smart thermostat in your home, but what about a smart refrigerator? Read more to discover if this new technology is worth the investment.
[EXPLORE NEW TECHNOLOGY](#)

Start Spring Landscaping Off Right
Still stuck in the snow? The first day of spring is right around the corner! Start your spring landscaping off right with these helpful tips and tricks.
[THINK THROUGH SPRING](#)

10 Ways to Save Money at Home
With "smart" technology emerging in almost every area of our lives, it matters to stretch your dollar where you can. Here are 10 ways to save money at home.
[SAVE MONEY](#)



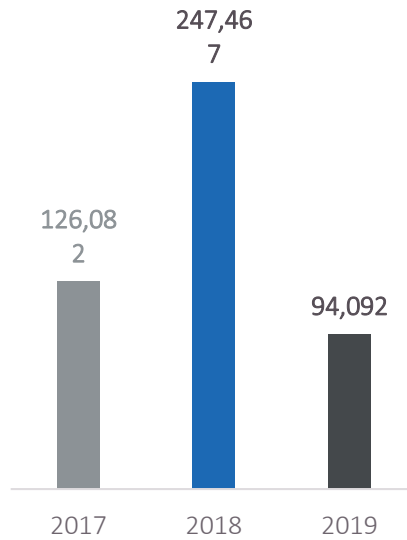
GetNeighborly.com Website Results

Scorpion reporting as of end of month Mar 2019

Total Traffic

467,641

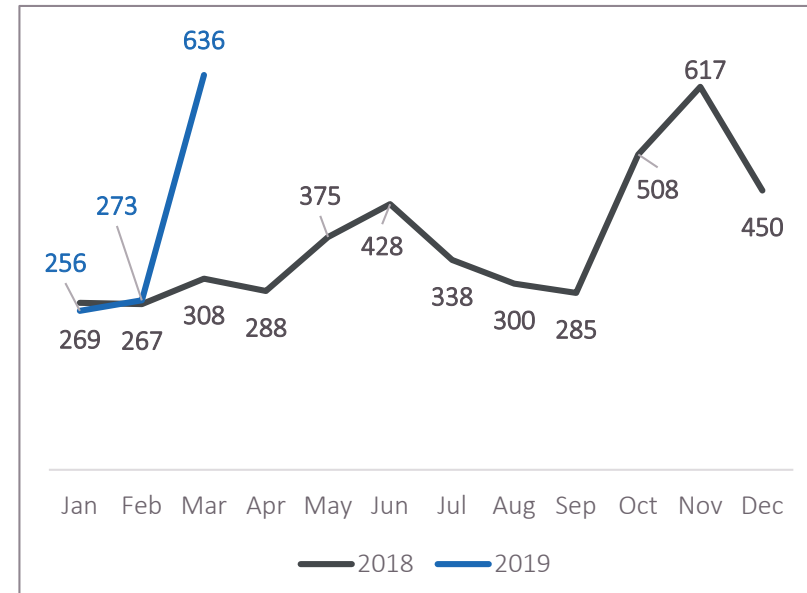
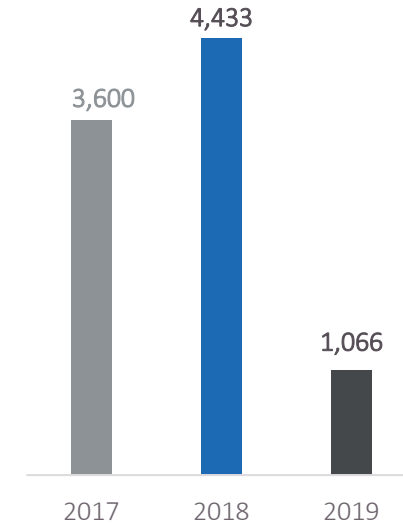
total sessions since program inception



Total Leads

9,677

total leads since program inception



23%
New to Neighborly Leads

NEW

16%
New Multi-Brand Leads

BROADEN



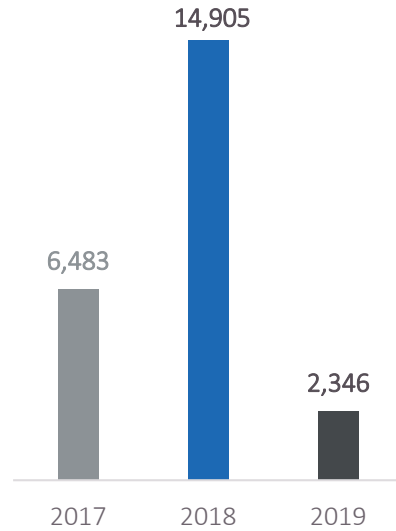
GetNeighbourly.ca Website Results

Scorpion reporting as of end of month Mar 2019

Total Traffic

23,734

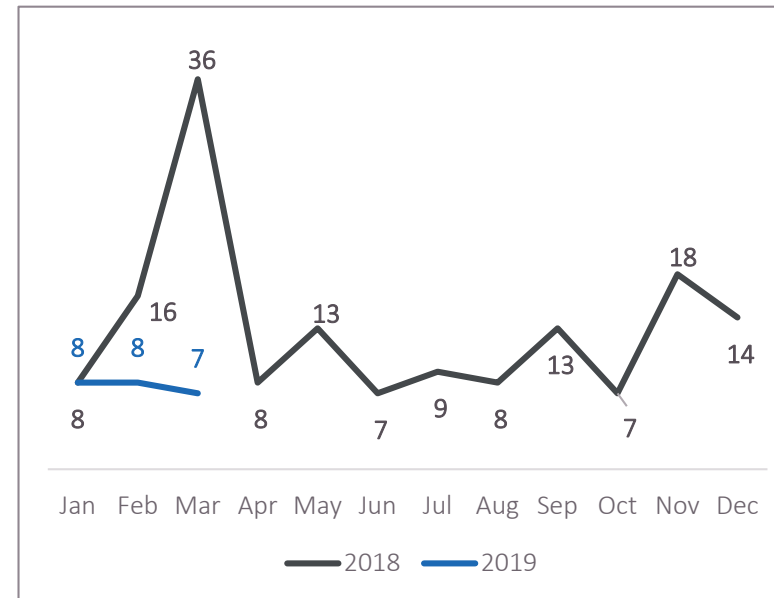
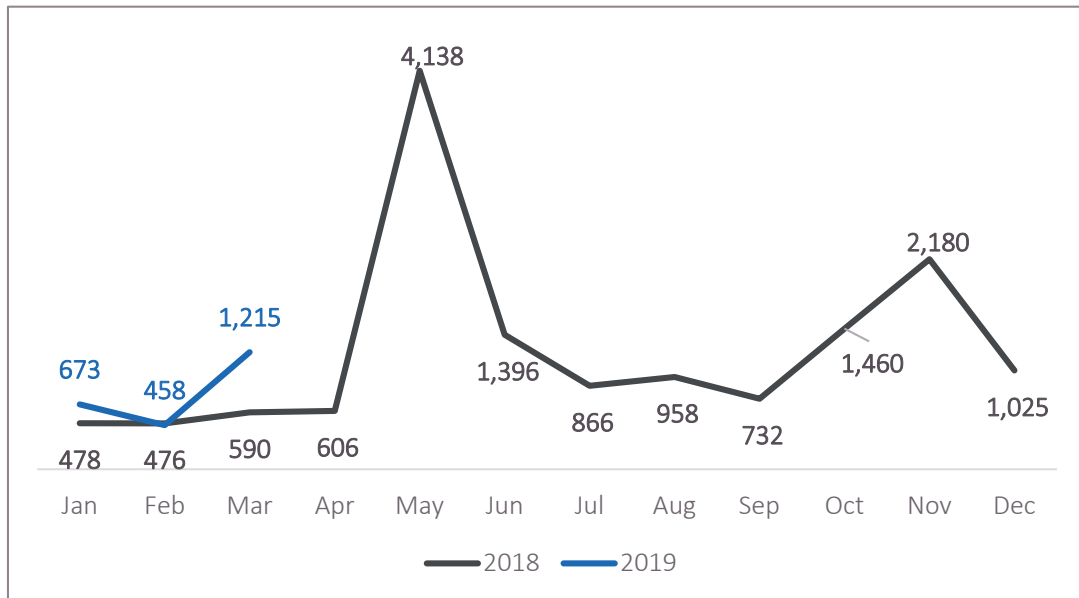
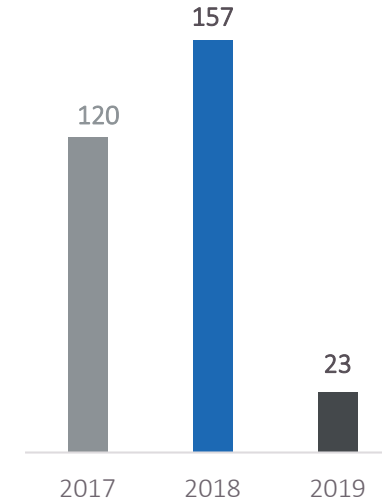
total sessions
since program inception



Total Leads

300

total leads
since program inception



10%
New to
Neighbourly
Leads

NEW

6%
New Multi-
Brand Leads

B R O A D E N

National Direct Mail Program

US Phase 2

- In homes as early as Fri 4/19
- Test approach with 150K pieces
- Targeting three customer segments
- Roll out last 550K pieces in June

Other Campaigns

- 1- and 2-brand US markets – June 2019
- Canadian markets – June 2019

AIRESERV
a Neighborly company

From our home to yours

Dear Sharon & Dan,
Thanks for trusting us at Aire Serv to take care of your home. We promise to give you our absolute best every time you call on us. As part of that promise, I'd like to introduce you to more of your Neighborly® team. Whether you need to...

- Repair a leaky faucet,
- Replace foggy windows,
- Or use any of our other maintenance or repair services — you'll get expert know-how at Neighborly.

You see, when it comes to home service experts, we've assembled the best in the business, so you don't have to. No more stressing at the last minute to locate a trusted pro for each separate project or home repair crisis. Just ONE call handles most everything you need, top to bottom, saving you a lot of time, energy, and worry. And now, you'll save money, too! Go to GetNeighborly.com/HomeGift or call us at 833-877-4863 to learn more. We look forward to seeing you again soon!

Your friends at...
Aire Serv
a Neighborly company

P.S. This special offer expires May 31. Don't miss out!

Our gift to you... \$20 OFF
when you schedule your next Neighborly service by May 31!

833-877-4863
GetNeighborly.com/HomeGift

Did you know Aire Serv is part of Neighborly?
We're an entire team of home service experts! Check out our services below.

Services vary by area.

AIRESERV **GLASS DOCTOR** **Mr. Handyman** **MOLLY MAID** **Mr. Appliance** **Mr. Electric** **Mr. Rain** **RAINBOW INTERNATIONAL** **WINDOW GENIE**

neighborly
a community of home service experts.

From our home to yours

Dear Ed,
Thanks for trusting our friends at Aire Serv, a Neighborly company, to take care of your home. We promise to give you our absolute best every time you call on us. As part of that promise, I'd like to introduce you to more of your Neighborly® team. Whether you need to...

- Repair a leaky faucet,
- Replace foggy windows,
- Or use any of our other maintenance or repair services — you'll get expert know-how at Neighborly.

You see, when it comes to home service experts, we've assembled the best in the business, so you don't have to. No more stressing at the last minute to locate a trusted pro for each separate project or home repair crisis. Just ONE call handles most everything you need, top to bottom, saving you a lot of time, energy, and worry. And now, you'll save money, too! Go to GetNeighborly.com/Gift20 or call us at 833-877-4863 to learn more. We look forward to seeing you again soon!

Your friends at...
Neighborly
on behalf of Aire Serv

P.S. This special offer expires May 31. Don't miss out!

Our gift to you... \$20 OFF
when you schedule your next Neighborly service by May 31!

833-877-4866
GetNeighborly.com/Gift20

Did you know Neighborly has home service experts for most everything your home needs?
Check out our services below.

Services vary by area.

AIRESERV **GLASS DOCTOR** **Mr. Handyman** **MOLLY MAID** **Mr. Appliance** **Mr. Electric** **Mr. Rain** **RAINBOW INTERNATIONAL** **WINDOW GENIE**

Detach magnet and keep for future service needs!

neighborly
a community of home service experts.

Our VIP Gift to You!
\$20 OFF your next Neighborly service by May 31!
Sign in at GetNeighborly.com/VIP20 and we'll email your coupon.

As an extra benefit, you can also:

- Get home maintenance advice
- Schedule task reminders
- Keep track of service history
- Search for a pro

833-877-3994
GetNeighborly.com/VIP20

Services vary by area. Locally owned and independently operated franchise companies.

833-877-3994
GetNeighborly.com/VIP20

Present the coupon emailed to you at time of estimate or service. Limit one per customer. Not valid for recurring services, diagnostic services, or with any other offer. Valid only at participating locations. Locally owned and independently operated franchise companies. Exceptions may apply. ©2019 Dwyer Franchising LLC

*****AUTOMALL FOR AADC 000 T1 P1
1
Warren Tappay
27 Leonard St
Agawam, MA 01001-3307

Detach magnet and keep for future service needs

Thank You Westfield Customers!
Let our family of professionals be your one stop for all your home service needs.

\$20 off any service through May 31!

neighborly
a community of home service experts.

NO MATTER WHAT YOU NEED FOR YOUR HOME WE'VE GOT IT HANDLED

This card must be presented at time of estimate or service. Limit one per customer. Not valid for recurring services, diagnostic services, or with any other offer. Valid only at participating locations. Locally owned and independently operated franchise companies. Exceptions may apply. ©2019 Dwyer Franchising LLC

*****AUTOMALL FOR AADC 000 T3 P1
332
Hollie Johnson
3 Pine St
Westfield, MA 01085-1041

Neighborly Local Marketing Resources Website

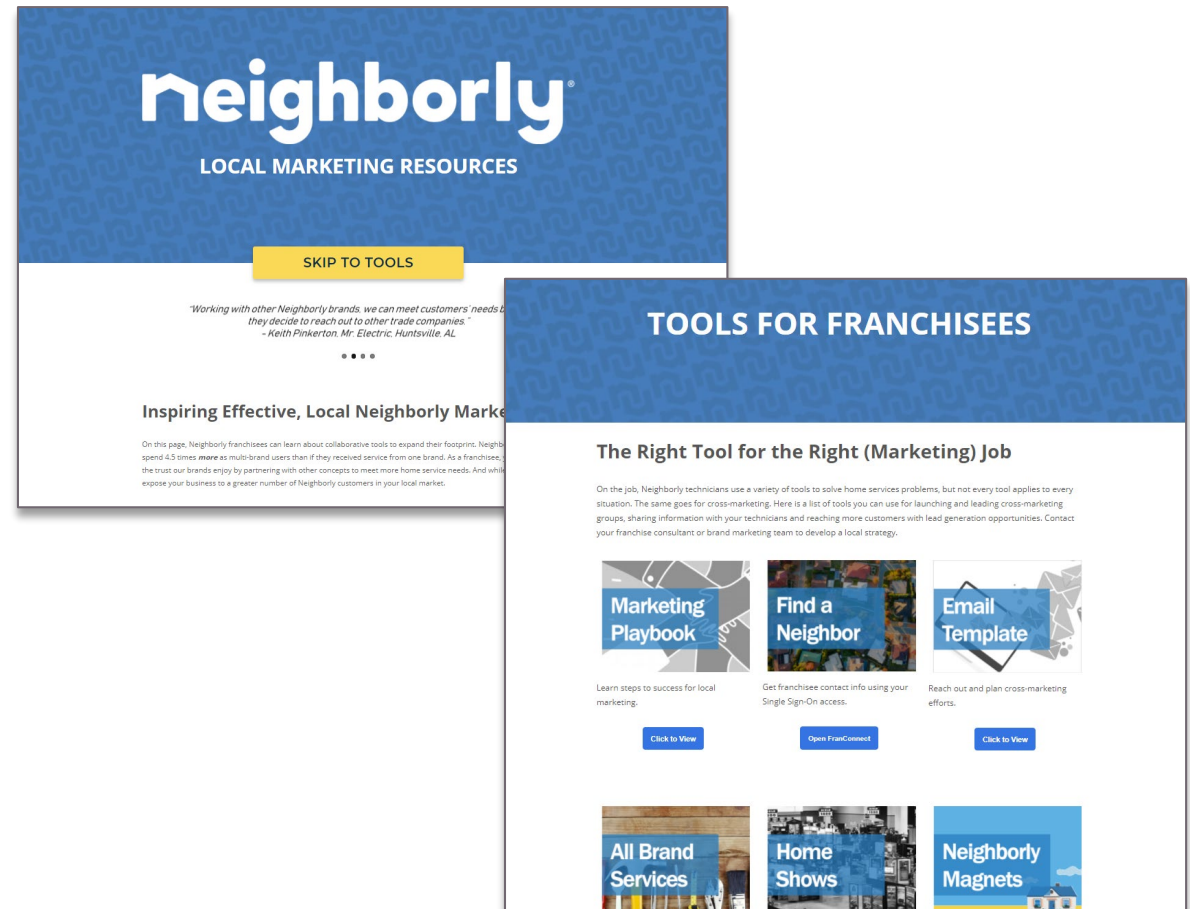
Launched April 1, 2019



[Preview Intro Video](#)

[Visit NLMR Website](#)

- Accessible on FranConnect, CES, and Team Sites.
- Registration process and CTA tracking via Hubspot.
- Resources applicable to US and Canadian franchisees.




Annual Marketing Calendar

	Q1				Q2				Q3				Q4																																								
	JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER																														
	12/31	1/07	1/14	1/21	1/28	2/04	2/11	2/18	2/25	3/04	3/11	3/18	3/25	4/01	4/08	4/15	4/22	4/29	5/06	5/13	5/20	5/27	6/03	6/10	6/17	6/24	7/01	7/08	7/15	7/22	7/29	8/05	8/12	8/19	8/26	9/02	9/09	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/04	11/11	11/18	11/25	12/02	12/09	12/16	12/23	12/30
WEBSITE																																																					
Website Redesign	ADA Website Design and Launch																																																				
Lead Optimization	Ongoing Assessments; Mobile Header Implementation				Blog: Improving CTAs				Service Pages: Improving CTAs				Mobile Header Phase 2																																								
National & Local SEO	Scorpion: Site Audit, Keywords, Performance, Content Creation																																																				
Local Website Customization	Scorpion: Photo Gallery, Coupons, Meet the Team, Awards, Testimonials, In the News																																																				
CRM																																																					
Monthly E-Newsletters																																																					
Neighborly® Sign-Ups																																																					
Triggered Campaigns	New Customer Journey Campaign; Sure Start Email Campaign; Task Reminders; Home Checklist																																																				
CREATIVE																																																					
Ad Depot	Communicate Results				Assist new and existing owners to log-in and build creative								Creative Survey				Assess and Analyze Results																																				
Refresh and Fine-Tune	Spring Cleanup				Residential and Commercial				Snow Pricing Edits and Pricing Info on all Descriptions				TBD - Based upon learnings																																								
SOCIAL MEDIA/ ONLINE REPUTATION																																																					
Blogs & Social Media Editorial	Indoor Seeds		Dormant Trees		Lawn Maintenance		Ornamental Grasses		Mulch		Landscaping		DIY Fire Pit		Artificial Turf		Overseeding		Winterize		Holiday Lights		Pruning																														
Video	Mulch GIF				Amend Soil				Grasses				Landscaping				Overseeding				Frost Damage																																
Online Listings	Scorpion Online Business Listings Management																																																				
Online Reputation	Continually monitoring and responding to national Facebook reviews; Neighborly Social Media Win-Back Program																																																				
Instagram	Launch Photo Gallery				Communicate Functionality and Connect Accounts				Instagram Photo Contest				Announce Winner																																								
NEIGHBORLY																																																					
Neighborly®					Neighborly® Direct Mail and PPC				FSP/GUY Curb Appeal Campaign				Continue Neighborly® Direct Mail and PPC																																								
Vehicle Decals									Decals Survey - Contest				Announce Winner				Follow up and assist with NBLV application																																				
EVENTS & MEETINGS																																																					
Advisory Council					Call								Dallas, TX																																								
Regionals	COMING SOON																																																				
Local Marketing Webinars					Live				Live				Live				Live																																				
Schools / Reunion					Technical School				Turf School				Lighting School				Reunion				Snow School																																

Creative Campaigns

Fine-Tune and Refresh
Spring Cleanup
Residential Services
Commercial Services
Pricing on all descriptions
Survey Results to guide



POWERED BY
Office DEPOT OfficeMax

*For Ad Depot suggestions, email marketing team

Neighborly® Local Campaign Handbook

Neighborly® content library with quick reference resources covering local cross-marketing coaching, tools and resources, and case studies.



<https://news.neighborlybrands.com/neighborly-resources>

Education & Webinars

1 Local Marketing webinar / quarter

Education Pieces available:

- 12 Lead Generator Reports
- Marketing Ladder
- Local Website Customization Guide



Download from FranConnect for complete details.

GroundsGuys® Marketing Team

Brand Manager: Natalie Walker
Natalie.Walker@nbly.com

Local Marketing Specialist - Rebecca Centu
Rebecca.Centu@nbly.com

Local Marketing Specialist - Brittany Peterson
Brittany.Peterson@nbly.com

Local Marketing Specialist - Canada: Brittany Kruger
Brittany.Kruger@nbly.com

WHAT'S NEXT?

Upcoming Projects

- Spring Services Facebook Giveaway Winners
- Grasses and Landscaping GIFs and videos
- Blogs and Social Posts: Types of Grasses, Mulch, and Landscaping Ideas
- Instagram Contest Starts May 1! Win \$1000
- Local Marketing System implementation and learnings
- Automatic lead flow into GGPro in April
- Curb Appeal Campaign with FSP

Looking forward to continued success in Q2!



Your marketing team

Contact us at:
marketing@groundsguys.com

- Rachel Pletz, VP of Brand Management
- Natalie Walker, Brand Manager
- Rebecca Cantu, Local Marketing Specialist
- Megan Boyd, Communications Manager
- Holly Peterson, Marketing Manager – Canada
- Brittany Kruger, Local Marketing Specialist – Canada

